



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ALBERTA

# CONVOCATION CEREMONIES AND DINNERS

# 2020

**SPONSORSHIP OPPORTUNITIES**



# CONVOCATION CEREMONIES AND DINNERS

## TAKE THE STAGE WITH YOUR BRAND!

CPA Alberta welcomes successful graduates to the accounting profession each year at the annual Convocation Ceremonies and Dinners. Walking across the stage not only marks the start of graduates' journeys as Chartered Professional Accountants (CPAs), it also starts the next stage of their careers as entrepreneurs, business leaders, community volunteers, and catalysts for change in their organizations and in our province.

CPA Alberta invites you to sponsor the next generation of business leaders at Convocation 2020.



### CALGARY

#### CEREMONIES

Friday, January 31 & Saturday,  
February 1, 2020

#### DINNER AND DANCE

Saturday, February 1, 2020

### EDMONTON

#### CEREMONIES

Friday, February 21 & Saturday,  
February 22, 2020

#### DINNER AND DANCE

Saturday, February 22, 2020

# WHY SPONSOR?



**Promote your brand** to CPA grads, their families and colleagues, and special guests from the business and post-secondary communities.

**Align your brand** with an organization that fosters and recognizes professional excellence and community involvement.

**Profile your organization** as one that champions young professionals and emerging leaders.

**Raise your profile** through recognition on CPA Alberta's digital platform.

# STATS & SNIPPETS



Last year, **1,091** people in Edmonton and **1,592** in Calgary dined and danced at the Convocation celebrations.



“It was a really fun night! It was great to celebrate with colleagues and fellow candidates I met throughout the CPA program. Thank you for having it!”

- CPA Graduate



Convocations are attended by graduates, their loved ones, the firms and organizations that employ them, and representatives from government and post-secondary institutions.

# SPONSORSHIP LEVELS

	CALGARY CONVOCATION SPONSOR	EDMONTON CONVOCATION SPONSOR	WiFi SPONSOR	SOCIAL MEDIA WALL SPONSOR	LATE NIGHT SNACK SPONSOR
	\$5,000 (4)	\$5,000 (4)	\$3,500 (1 PER CITY)	\$2,500 (1 PER CITY)	\$1,000 (1 PER CITY)
	Sponsor both Edmonton & Calgary Convocations for a discounted price of <b>\$7,500</b>				
Logo recognition in promotional material					
Logo recognition on CPA Alberta website					
Logo recognition on CPA Alberta social media platforms					
Verbal acknowledgement at events					
Logo recognition on-screen at event					
Logo recognition in printed program					
Signage displayed at the event with the message: This was brought to you by [sponsor's logo]					

# LEVEL UP YOUR SPONSORSHIP

CPA Alberta is pleased to also offer sponsorship opportunities for Elevate 2020.

Elevate 2020 is CPA Alberta's premier event celebrating Alberta's most trusted and distinguished professionals. Each year, CPAs from around the province gather for a week packed with future-focused learning sessions, thought-provoking keynote speakers, and meaningful networking opportunities.

Elevate is primarily attended by CPAs—trusted and distinguished business professionals in every sector of Alberta's economy.

This year we're celebrating the fifth year of the profession from May 25-31, 2020. We're excited to take Elevate's premier events to new heights (literally) in Banff!

PROMOTE YOUR  
ORGANIZATION  
TO TRUSTED AND  
DISTINGUISHED  
PROFESSIONALS





We look forward to connecting with you!

For more information, contact:  
Sharon Ruyter  
sruyter@cpaalberta.ca  
403.299.1335



CPA Alberta



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fb.me/CPAAlberta



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